COURSE OUTLINE

TSM315 Running Meetings, Incentives, Conventions and Exhibitions (M.I.C.E) industry events

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast UniSC Moreton Bay	BLENDED LEARNING	Most of your course is on campus but you may be able to do some components of this course online.
Online	ONLINE	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

The Meetings, Incentives, Conventions and Exhibitions (MICE) industry continues to grow globally. It offers many diverse employment opportunities and makes significant contributions in economic and non-economic terms. The course takes a global perspective of case studies & industry guest speakers to provide a contemporary & cultural context for examining best practice in planning & activation of MICE. The course provides a succinct overview of the major stakeholders in MICE & what fuels their interest & efforts in terms of realising ROI and giving back to communities.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

- MICE categories & characteristics for destination marketing
- Current and emerging business models for MICE
- Risk and resilience management, legal and regulatory frameworks
- Cross-cultural knowledge transfer and activation
- Program and event experience design
- Marketing and funding for MICE
- Site inspections and client briefs
- Facilities and yield management
- Staging of business events
- Inclusive design and accessibility
- Where to for MICE careers?

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Competencies from multiple Professional Bodies (see below) *
1 Analyse and evaluate events-related businesses to develop and apply innovative solutions using existing TLE frameworks.	Creative and critical thinker	PC3, PC6.2
2 Demonstrate effective, professional and persuasive written and oral communication skills.	Empowered Engaged	PC1, PC1.1, PC1.3
3 Understand how to work independently, collaboratively and efficiently in a team environment with internal and external stakeholders.	Engaged	PC2, PC2.1, PC5, PC5.1
4 Demonstrate sound discipline knowledge and skills to explain the nature and scope of the MICE and related Industry.	Knowledgeable	PC6, PC6.2
5 Evaluate aspects of MICE organisations for their corporate governance and TBL policies and practices.	Ethical Sustainability-focussed	1.3.1, 3.2.3, 4.1.4, PC4, PC4.1, PC5, PC5.1, 7.2.3, 8.3.1, 11.3.5, 12.2.2

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.3	Digital Literacy

CODE	COMPETENCY
PC2	Collaboration
PC2.1	Teamwork
PC3	Creative and Critical Thinking
PC4	Community Consciousness
PC4.1	Social Responsibility and Sustainability
PC5	Cultural Awareness
PC5.1	Diversity
PC6	Career-ready
PC6.2	Discipline Knowledge

EDUCATION FOR SUSTAINABLE DEVELOPMENT GOALS	
1.3.1	The learner is able to plan, implement, evaluate and replicate activities that contribute to poverty reduction.
3.2.3	The learner is able to encourage others to decide and act in favour of promoting health and well-being for all.
4.1.4	The learner understands the important role of culture in achieving sustainability.
7.2.3	The learner is able to cooperate and collaborate with others to transfer and adapt energy technologies to different contexts and to share energy best practices of their communities.
8.3.1	The learner is able to engage with new visions and models of a sustainable, inclusive economy and decent work.
11.3.5	The learner is able to promote low carbon approaches at the local level.
12.2.2	The learner is able to encourage others to engage in sustainable practices in consumption and production.

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Ability to produce academic quality reports needed.

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Formative feedback will be provided through discussion in tutorials and/or online from week 2

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Professional, and Written Piece	Individual	50%	2000 words	Week 7	Online Assignment Submission with plagiarism check
All	2a	Activity Participation	Group	30%	2,400 words	Exam Period	Online Assignment Submission with plagiarism check
All	2b	Artefact - Professional, and Written Piece	Individual	10%	300 words	Exam Period	Online Assignment Submission with plagiarism check
All	2c	Artefact - Professional, and Written Piece	Individual	10%	300 words	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Industry Trend White Paper

GOAL:	Critical analysis of a MICE industry trend
PRODUCT:	Artefact - Professional, and Written Piece
FORMAT:	A white paper of around 2,000 words is to be produced, and this will evaluate your analysis of contemporary developments in the MICE industry and relate them to the United Nations Sustainability Development Goals. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1.1 Written Communication Demonstrate effective written communication skills in a business context.
CRITERIA:	

No.		Learning Outcome assessed
1	Critically analyse an emerging MICE industry trend or practice	1 4
2	Identify opportunities and challenges for MICE practitioners by relating the trend to United Nations Sustainable Development Goals	1 5
3	Organisation and structure of written content	2
4	Development and articulation of informed arguments	4
5	Referencing of sources of informed information used within the body of the document and in a reference list using Harvard referencing style.	2 4
6	Accuracy and presentation of informed work including English expression, discipline-based vocabulary, grammar, spelling and punctuation.	2 4

GENERIC SKILLS:	Communication, Problem solving

All - Assessment Task 2a: Bid Proposal

GOAL:	To critically assess the factors involved in hosting an international MICE event and produce a compelling bid proposal to host a future edition of a MICE event.
PRODUCT:	Activity Participation
FORMAT:	This is a group assessment task Students will be required to work in groups (of no more than 5 students) to understand the specific requirements asked of a MICE industry event bid, apply key concepts and present a compelling bid proposal of around 2,400 words. In addition to the bid proposal, you will be assessed on your knowledge and understanding of group processes evidenced through submission of weekly group activities (e.g. minutes of meetings, action plans) and your individual contribution to the group task evidenced through a peer evaluation. . This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: Program Competency 2.1 Demonstrate an understanding of effectively managing and working in teams in a business context. Assessment: 30% + 10% peer evaluation
CRITERIA:	

No.		Learning Outcome assessed
1	Provide a compelling MICE industry bid proposal to host a future event	1 2 4
2	Incorporate sustainable and inclusive practices into MICE planning and operations	1 5
3	Use of interpersonal skills when engaging with team members.	3
4	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling and punctuation.	2 4

GENERIC SKILLS:	Communication, Collaboration, Problem solving, Organisation

All - Assessment Task 2b: Group Processes Report

GOAL:	Heightened understanding of group processes, team work and leadership in a professional context.
PRODUCT:	Artefact - Professional, and Written Piece
FORMAT:	Produce a written account of the experience of completing this group assignment with reference to group processes and teamwork concepts.
CRITERIA:	

No.		Learning Outcome assessed
1	Knowledge and application of effective group processes	3
2	Acknowledgement and facilitation of strengths and skills of team members	3
3	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling and punctuation.	2

GENERIC SKILLS:	Communication, Collaboration

All - Assessment Task 2c: Self and peer reflection report

GOAL:	Enhanced appreciation of personal strengths for working in collaborative and team environments.
PRODUCT:	Artefact - Professional, and Written Piece
FORMAT:	Produce a short statement on your individual contribution to and learnings from completion of the group task. Completion of an evaluation table of team members and own contributions to the group task.

CRITERIA:

No.		Learning Outcome assessed
1	Use of interpersonal skills when engaging with team members	3
2	Individual contribution to the group task	3
3	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling and punctuation.	2

GENERIC SKILLS:	Communication, Collaboration

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

You need regular access to the resource(s) below. Many texts are available as ebooks through the Library at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Rob Davidson	2019	Business Events	Second	Routledge
Recommended	Tony Rogers,Peter Wynn-Moylan	2023	Conferences and Conventions	Fourth	Routledge

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

Eligibility for Supplementary Assessment Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: The final mark is in the percentage range 47% to 49.4% The course is graded using the Standard Grading scale You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central